

### **Connecting People to** the Great Outdoors: A **High-Stakes Challenge** for the Recreation Community

- » Keeping our outdoor legacy relevant to a population that is more urban and less exposed to the Great Outdoors
- » Inviting all Americans to have fun outdoors - and then working seamlessly as partners to make these initial visits fun
- » Leisure spending in America is healthy and growing - \$650 billion is being spent by individuals and families on outdoor recreation annually

»We can't be lulled into complacency by the apparent health of the outdoor recreation community in 2014

- » Overwhelmed by 5,000+ promotional messages each day – and not many about the Great Outdoors
- » Urban, diverse generation raised with markedly less firsthand exposure to the Great Outdoors – resulting from changed households, new leisure choices, second homes and cruises and Disney and inhome leisure

- » Markers are everywhere: surge in obesity. Sharp declines in park visits when you control for population growth
- » A generation that has a thin connection to the outdoors. Love its beauty. Want it protected ... by government. But don't necessarily feel it is worth the time and cost to travel to these places. Wall-sized 4K television with theater sound bring the Grand Canyon and wildlife, even the thrill of a canoe or raft trip, to them on their schedules.

- » Culturally-correct communications. Not just about the language we use. Got Milk?.
- » Campsite restrictions on large families. Picnic tables that are chained in place. The "law enforcement look" of many of our visitor services personnel
- » Education and interpretation delivered 21<sup>st</sup> Century-style, via smartphones



# GREAT OUTDOORS MONTH 2014





### A GREAT SUCCESS!!

**PROCLAMATIONS** O NATIONAL TRAILS DAY KIDS TO PARKS DAY O NATIONAL FISHING AND **BOATING WEEK O NATIONAL MARINA DAY** NATIONAL GET OUTDOORS DAY O PARTNERS **OUTDOORS 2014 O GOVERNORS' PSAs** CAPITAL CAMPOUTS O GREAT AMERICAN **BACKYARD CAMPOUT O SHELDON COLEMAN** GREAT OUTDOORS AWARD O BEACON AWARDS O LEGEND AWARDS O GREAT **OUTDOORS MONTH DAY OF SERVICE O GOM** WEBSITE O MOSAIC O RTP AWARDS



### Great Outdoors Month, 2014

### By the President of the United States of America

On windowept coastlines, in lush forests, and stop striking mountain peaks, Americans take in sights that have inspired generations. Our natural land-scapes provide refuge for those seeking solitude. They attract tourism, create jobs, and honor our history and cultural heritage. They are family camp-grounds, arenas for recreation, and backdrops for countless adventures. During Great Outdoors Month, we celebrate the rugged beauty that echoes the independence at the heart of the American spirit, and we rededicate ourselves to protecting these open spaces for tomorrow's explorers, athletes, and lovers of nature.

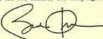
America's conservation logacy is rooted not only in its forward-thinking leaders like Presidents Thomas Jefferson, Abraham Lincoln, and Theodore resource like Presidents inclines presence, Adramia Lincoln, and Indicates Rossevell—but also in all the Americans who did their part to safiguard a small slice of the land they love. It falls to each of us to selvance their ligacy in our time. That is why I have permanently protected more than 3 million acres of public land—including 11 new National Monuments established through the Antiquities Act and now wilderness eases in nice States across the county—and designated more than a thousand miles of wild and scenic rivers. In my first term, I was proud to launch the America's Great Outdoors Initiative, which increases access to public lands and emp ers Americans to better care for the parks, waterways, and natural tree

My Administration remains committed to developing the next generation of environmental stewards. We creeted the 21st Century Conservation Service Corps, which provides quality jobs, career pathways, and service opportuni-Corps, water provide quarry post, actions patterns, and survive opportunities for young people and veterans. We are working to bring public lands lote the classroom and to extend educational opportunities to millions of children. And through First Lady Michells Obana's Let's Move Outsidet initiative, we are encouraging children to get active while getting to know the nexts outdoor. the great outdoors.

This month, as we enjoy the natural splendor of our Nation, let us stay true to a uniquely American idea—that each of us has an equal stake in the land around us, and an equal responsibility to protect it. Together, let us sensure our children and grandchildren will be able to look upon our lands with the same sense of wonder us all the generations that came

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim fune 2014 as Great Outdoors Month. I urge all Americans to explore the great outdoors and to uphold our Nation's legacy of conserving our lands and waters.

IN WITNESS WHEREOF, I have hereunto set my hand this thirtieth day of May, in the year of our Lord two thousand fourteen, and of the Independence of the United States of America the two hundred and thirty-eighth.



### Smarie Oftankingsas EXECUTIVE DEPARTMENT

### PROCLAMATION

TO ALL TO WHOM THESE PRESENTS COME - GREETINGS:

WHEREAS: Arkansas, aptly named "The Natural State", is a spec with an abundance of diverse flora and fauna and a rer landscape and geography. The people of Arkansas have appreciation and attachment to the beauty of our Great (

WHEREAS: Biking, swimming, hiking, climbing, paddling, fisl boating are some of the enjoyable opportunities availa the physical- and mental-health benefits of active outdo

WHEREAS: Arkansans show their appreciation of the state's Great commitment to the conservation and protection of our wildlife, and our lands, through the support of various fees and through the partnership that exists among fede agencies, and the recreation and tourism industries hel outdoor activities via the Recreational Trails Program

WHEREAS: From the heights of magnificent Mount Magazine splendor of Blanchard Caverns, people from all over the to Arkansas's great Outdoors. History buffs seek to ex-Civil War battlefields of Northwest Arkansas; and

us, especially children and youth, to open-air adventure in National Trails Day, National Fishing and Boating the Water on National Marina Day, National Get Outo Great American Outdoor Campout;

NOW, THEREFORE, I, MIKE BEEBE, Governor of the State of Arl the authority vested in me by the laws of the State of A proclaim June 2014, as

GREAT OUTDOORS MONTH

across the State of Arkansas, and I encourage my participate in recreational activities and enjoy the I beauty of our great outdoors.

IN TESTIMONY WHEREOF, I have hereunto set my hand and cause the State of Arkansas to be affixed this 1st day of May Lord 2014.







### STATE OF TEXAS OFFICE OF THE GOVERNOR

From the canyons of the Panhandle to the wide-sweeping plains, the Gulf Coast to the rugged Hill Country, and the searing hot Rio Grande Valley to lush forests of East Texas, the Lone Star State has been blessed with glorious natural beauty.

Outdoor enthusiasts from across the country and around the world travel to Texas to enjoy our natural treasures and to participate in a wide range of outdoor activities - boating, hunting, cycling, fishing, camping, hiking, rock climbing and wildlife watching, to name just a few. These activities encourage active lifestyles and environmental conservation.

Each year, the month of June is dedicated to promoting awareness of the great outdoors. We must take time to recognize and appreciate the majestic landscapes of the Lone Star State and teach young Texans all the benefits of spending time in nature.

At this time, I encourage everyone to explore Texas' great outdoors and to help preserve it for future generations.

Therefore, I. Rick Perry, Governor of Texas, do hereby proclaim June

### **Great Outdoors Month**



in Texas, and urge the appropriate recognition whereof.

In official recognition whereof, 1st day of May, 2014.

PROCLAMATIONS BY THE PRESIDENT **AND ALL 50 GOVERNORS** 

See all proclamations here



# AND THE GOVERNORS DID MORE THAN ISSUE PROCLAMATIONS!

- ► Five events involving youth camp-outs, including four Capital Campouts
- ► Two Great Outdoors Month PSAs
- Special campaigns by state tourism agencies
- Meetings and events and special messages





## GOVERNORS TAP STATE PARKS AND TOURISM AGENCIES TO DELIVER INVITATIONS









- » Arkansas,Kansas, Georgia,Colorado andWashingtonState
- » Bipartisan support
- » Partner-based

FIVE GOVERNORS REACH OUT TO URBAN KIDS – CAPITAL CAMPOUTS AND MORE



- » 1,000 park events and 447,065 participants
- » 405 cities and towns
- » 28 governors signed proclamations

» LAUNCH OF THE COLEMAN/WALMART EFFORTS AT STORES, SPECIAL EVENTS





### **GREAT OUTDOORS MONTH**KICKED OFF ON MAY 17!









- 2,113 events in all 50 states, Washington,DC & Puerto Rico
- » 145,000 participants, ages 1 to 100!
- 39 trail projects;
   21,807 volunteers;
   1,360 miles trail
   maintained
- » Over 436,000 miles hiked, biked, paddled or horseback



### **NATIONAL TRAILS DAY®**



- » Coordinated nationally by Take Me Fishing
- » Involves state fishing and boating agencies
- » Free fishing days in most states
- » Hundreds of kids' fishing events
- » Community events and on-line links to great places to go
- » Conservation message
- » Outreach to Hispanic community
- » New research, resources

**NATIONAL FISHING AND BOATING WEEK** 







For photos and a report on GO Day, see



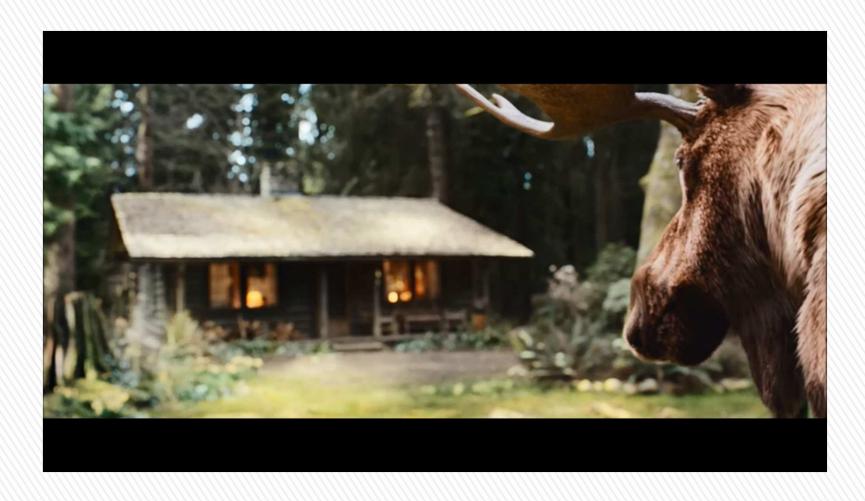




- » Nearly 200 GO Day events
- » Signature events in Atlanta, Denver, St. Louis, Dearborn, Vancouver, Minneapolis and Olympia
- » Partners from the recreation, health, tourism and youth services arenas
- » New National Sponsor:
  OFF!®

www.nationalgetoutdoorsday.org

### NATIONAL GET OUTDOORS DAY



Leveraging the message of a major corporate partner ...













- **» THREE KEY TOPICS:**
- » Funding recreation in the Great Outdoors
- » Hosting all Americans in their Great Outdoors
- » Working better as partners in the Great Outdoors
- » Livestreamed and available at:
  www.funoutdoors.com/node/view/3152

**PARTNERS OUTDOORS 2014** 











- » Congressman Sam Farr awarded the 2014 Sheldon Coleman Great Outdoors Award for byways, tourism and parks efforts
- » Beacon Awards highlight recreation enhancements through technology
- » Six federal managers honored with Legends awards

COLEMAN, BEACON AND LEGENDS AWARDS



- June was a chance to highlight progress on the 21<sup>st</sup> Century CSC
- » H.O.P.E. team in Shenandoah rescues historic stable
- » Delaware North commits to \$3+ M in H.O.P.E efforts by 2016



- Recreational Trails
   Program funds projects
   on federal lands across
   the nation -- \$85 M/year
- » More than 20,000 examples in database
- » Great bipartisanCongressional support



H.O.P.E. AND RTP











- 200,000 campers at 12,000 locations all 50 states
- » Discovery Bay, CA, had 2,000 campers!
- » Home, school, church and park campsites
- » NWF online reach 495 million!
- » Twitter and other social media network of 900,000

### GREAT AMERICAN BACKYARD CAMPOUT



### Join Us in June for Great Outdoors Month 2014!





### Welcome

A ruly American idea, the State and National Parks of this country represent our natural heritage. North and south, east wat went, they steem the time the edges of our maps to the hearts of our cines, covering menty one third of this nations. This Jaus, celebrate the natural wonder and outdoor spirit of America by getting outside during Great Outdoors Month. Once you come suriside, you'll have reward to go back inside. Clift's here for each more about Centro Outdoors Month.

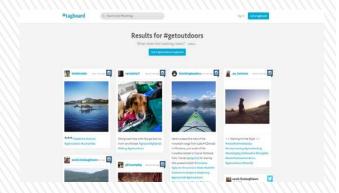
National Get Outdoors Day Photo Moss













### A FOCUS ON CROSS-PROMOTION











- » 13<sup>th</sup> annual National Marina Day
- » Invitation to all to use marinas as the gateway to public waters
- » Organized by Association of Marina Industries
- » 160 events including free boat rides in 33 states, U.S. Virgin Islands and Canada

### **NATIONAL MARINA DAY**











- » Organized by The Corps Network
- » More than 100 volunteers and conservation corps members
- » VIP guests from USDA, CNCS, USDOI and more
- » Projects on the National Mall and at Fort Dupont
- » Video recap available at: <a href="http://www.youtube.com/watch?v=hsPDIVGyky4">http://www.youtube.com/watch?v=hsPDIVGyky4</a>
- » Support from Guest Services, Inc. and Historic Tours of America

### GREAT OUTDOORS DAY OF SERVICE

- » AT THE NATIONAL LEVEL:
- » EXPAND CROSS-PROMOTION VIA SOCIAL MEDIA
- » BOOST CORPORATE SUPPORT
- » PRESIDENTIAL PROCLAMATION EVENT
- » ROLE FOR MEMBERS OF CONGRESS
- » EXPAND FICOR AND CABINET ROLES
- » FOUNDATIONS' ROLE

- **» AT THE STATE LEVEL:**
- » EXPAND ROLE OF GOVERNORS, INCLUDING CAMPOUTS, PSAs AND TOWN HALLS
- » ADD NASPD AND STATE TOURISM LEADERS TO LEADERSHIP ROLES
- » GET SCOUTS AND OTHER YOUTH GROUPS ACTIVELY INVOLVED

A FOCUS ON 2015



### » Contact:

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www.greatoutdoorsmonth.org